ELMO ROPER

30 ROCKEFELLER PLAZA - NEW YORK 20, N. Y.

January 7, 1957

TO THOSE TAKING PART IN THE CIGARETTE TEST:

Back in December, you very kindly consented to take part in a test of some new cigarettes.

The cigarettes we want your opinion on are enclosed. There are two different kinds, and there are five packs of each. Our experience has shown that about that many are needed to give you a chance to become thoroughly familiar with them before you give us your opinion.

There are many others taking part in this test. In order to be able to compare your opinions with those of the others who are taking part in the test, it is important that everyone do the test in the same way. It will be a great help to us, therefore, if you will follow the "rules of the game" outlined below:

1. While you are smoking the test cigarettes, please don't smoke any of your usual brand. We want the test to be conducted as though you had switched to the test cigarettes as your regular brand.

2. First, please smoke only the cigarettes in the packages labeled K-2 for a period of at least ten days or until they are all gone, if you prefer. Then fill out Part I of the questionnaire.

3. After Part I has been answered, please smoke the cigarettes labeled E-2 for a period of at least ten days or until they are finished.

4. Then please fill in Parts II and III of the questionnaire and return it to us in the enclosed envelope (which needs no postage).

1001753392

Although we ask for your name on the questionnaire, your report will be kept completely confidential. Your name will not be given to anyone outside our organization.

Thank you again for your cooperation and help on this project. Our sole interest is in getting your honest opinion so that we will be able to help manufacturers make products which suit your tastes.

Yours very truly,

Joel I. Brooke

Joel I. Brooke
ELMO ROPER and ASSOCIATES

JIB:bk
Enclosures

Source: https://www.industrydocuments.ucsf.edu/docs/rrhk0000